

Corporate Venturing: How mature companies innovate through start-ups

UGRA_001658

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	2
Teacher responsible	Lee Hsing Simón - simon.lee@esade.edu

Teaching methodology

The literature on innovation is constantly evolving, which is why the methodological process of this module is based on presentations of different real cases through their protagonists. These are generally from corporations with corporate innovation initiatives, public entities, startups that have participated in these initiatives, and specialized investment funds.

Class discussions are an important part of the module, as they seek to explore the reasons that motivate certain innovation initiatives. There is never a single solution, and the ecosystem is in constant change and evolution.

Description

Short description

"40% of the companies will be dead in 10 years" John Chambers (2015), already announced how technology and the resulting business models will have a deadly impact on traditional industries. The goal of the "Corporate Venturing" module is to understand the main reasons why one industry collapses while another emerges, from the complex love-hate relationship that exists between corporations and startups, as well as their mutual need to survive and grow.

Thanks to guest speakers from incubators and accelerators, presentations by corporations and examples from spin-off companies we will understand the different forms that this collaboration can produce.

Assessment criteria

1. Class participation: 30%
2. Individual Paper (Assignment): 20%
3. Final project (Assignment): 50%

Bibliography

- Tendayi Viki, Pirates In The Navy: How Innovators Lead Transformation (Book)
Mobile World Capital, Corporate Venturing: Achieving Profitable Growth Through Startups (Document)

Tendayi Viki, Pirates In The Navy: How Innovators Lead Transformation (Book)

Frank Mattes, Dr. Ralph-Christian Ohr, Scaling-up Corporate Startups: Turn innovation concepts into business impact (Book)

Alexander Osterwalder, Yves Pigneur, Alan Smith , Frederic Etienne, The Invincible Company (Book)

Assessment

Tool	Assessment tool	Category	Weight %
Final individual project	Final project	Ordinary round	50.00%
Participation in program activities	Class participation	Ordinary round	30.00%
Individual or team exercises	Individual paper	Ordinary round	20.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 4 (Optative)
BBA20 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 3 (Optative)
BBE20 Year 4 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 4 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 1 (Optative)
GBD20 Year 4 (Optative)
GBD20 Year 2 (Optative)
GBD20 Year 5 (Optative)
GBD20 Year 3 (Optative)